



# ENGLEWOOD BUSINESS

## RESOURCE GUIDE







*"We love Englewood and couldn't imagine putting our neighborhood bar anywhere else. It brings us joy to provide a fun, friendly place in the heart of our community where friends and neighbors share drinks and make memories."*

*- Phil Zierke  
Owner of the Englewood Grand*

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# WE ARE GLAD YOU'RE HERE!

**The City of Englewood has a thriving business community, and we're glad you're part of it. Whether you're a small, family-owned business, or a large corporation, we value – and reward – the contributions you make to the economic vitality of our community.**

## **ABOUT THE RESOURCE GUIDE**

Whether you are located in Englewood now, or considering a relocation to our City, the information contained in this Resource Guide highlights the programs and services we offer to help you succeed. Use these resources to start, grow or enhance your business and reach your unique business goals. Information for new businesses that are just starting up can find helpful tools beginning on page 12.

## **CONTACT US**

Contact the Englewood Economic Development Office or any of our economic partners for assistance. Our Partner pages include a complete list of organizations and the role they play in supporting a thriving business community in Englewood.

## **ENGLEWOOD ECONOMIC DEVELOPMENT OFFICE**

**303.762.2599**

**[ecodev@englewoodco.gov](mailto:ecodev@englewoodco.gov)**

**[www.englewoodco.gov/doing-business](http://www.englewoodco.gov/doing-business)**

# ENGLEWOOD AT A GLANCE



TOTAL  
POPULATION:  
**34,957**

MILLENNIALS:  
**31.2%**

MEDIAN  
AGE:  
**37**



MEDIAN  
HOME PRICE:  
**\$337K**

MEDIAN HOUSEHOLD  
INCOME:  
**\$47K**



TOTAL ENGLEWOOD  
BUSINESSES:  
**1,600**



95% OF ENGLEWOOD  
BUSINESSES HAVE 50  
EMPLOYEES OR LESS



TOTAL SALES  
TAX RATE:  
**7.75%**

COLLEGE  
DEGREES:  
**32%**



## TOP EMPLOYERS:

1. SWEDISH MEDICAL CENTER
2. CRAIG HOSPITAL
3. ENCORE ELECTRIC
4. ENGLEWOOD PUBLIC SCHOOLS
5. GROOVE TOYOTA
6. METRO COMMUNITY PROVIDER NETWORK
7. KARCHER NORTH AMERICA

# BUSINESS RESOURCES

## BUSINESS INITIATION GRANT

A grant for new business start-up assistance. Funds can be used for any viable business purpose. A physical storefront in a commercial district is required.

**Requirements:** Must complete business training program, or workshop, and develop a business plan.

**Maximum Grant:** \$2,500

## BUSINESS ACCELERATION GRANT

A grant for permanent improvements to a business seeking to expand or improve their operation.

**Requirements:** Existing business with a minimum of two year's operating experience in Englewood. Financial statements and business plan must be submitted.

**Maximum Grant:** \$5,000

## PRIMARY EMPLOYER INCENTIVE PROGRAM

Rebates use taxes or permit fees to support the creation and retention of primary jobs in Englewood.

**Level I Requirements:** Create a minimum of five jobs and pay above Englewood's median income level. Strive to hire Englewood residents.

**Level II Requirements:** Create a minimum of 20 jobs and pay above Englewood's median income levels. Strive to hire Englewood residents. Approval of City Council is required.

## BUSINESS ENVIRONMENTAL COMPLIANCE GRANT

The purpose of the Business Environmental Grant is to support, retain, and recruit businesses in the City of Englewood through financial assistance to offset the cost of wastewater environmental compliance as mandated by the Environmental Protection Agency.

**Level 1:** Maximum Grant - \$2,500

**Level 2:** Maximum Grant - \$5,000





*“Englewood’s economic development resources and strategic partnerships are geared to help small businesses succeed, whether you have a startup or an expanding business.”*

*- Darren Hollingsworth  
Economic Development Manager*

## BUSINESS TRAINING / WORKSHOPS

In collaboration with our partners, US Small Business Administration and the Aurora-South Metro Small Business Development Center, the City offers various training opportunities for Englewood businesses. Contact the Economic Development Office to discuss availability of scholarships.

## TRAINING SCHOLARSHIPS

Grants to business entrepreneurs seeking to grow their capacity and potential for success in Englewood by attending a training course offered by one of our training partners.

**Maximum Scholarship:** \$500 per business

## COMMERCIAL / INDUSTRIAL SITE SELECTION

The City provides a comprehensive and customized site selection service to businesses seeking available office, retail industrial, or commercial buildings and real estate within Englewood’s city limits. The City also provides a free, online site selection service to businesses seeking information on available commercial properties.

## QUARTERLY REAL ESTATE REPORTS

The City provides quarterly commercial real estate reports, which represent a snapshot of real estate trends and offers comparisons to Metro Denver and Arapahoe County. Customizable real estate reports are available by contacting Englewood’s Economic Development Department.

## CUSTOM DATA AND REPORTS

The City prepares and updates a variety of plans and reports to keep you up-to-speed on population growth, consumer spending, traffic patterns and more. The Economic Development Office can prepare a variety of reports pertaining to demographics, consumer spending, and traffic. Call or email the Economic Development Office to request a customized report.



# BUSINESS RESOURCES

## SOUTH METRO ENTERPRISE ZONE

Businesses located within the City of Englewood are eligible for State of Colorado income tax credits in the following areas:

- **Investment Tax Credit:** Provides a three percent tax credit for equipment purchases.
- **New Employee Credit:** Offers \$1,100 per net new job.
- **Employer Sponsored Health Insurance Credit:** \$1,000 per covered employee.
- **Job Training Credit:** Companies that implement a qualified job training program may claim a tax credit of 12 percent of their eligible training costs.
- **Research and Development Credit:** Provides up to three percent for qualified research and development expenditures.
- **Vacant Building Rehabilitation Credit:** 25 percent tax credit of the cost of rehabilitating the building for commercial use; up to \$50,000.
- **Manufacturing Sales and Use Tax:** Up to 1.5 percent tax credit on commercial trucks, truck tractors, tractors, or semi-trailers, as well as associated parts.

## ALLIANCE FOR COMMERCE IN ENGLEWOOD (ACE)

ACE is Englewood's dedicated business outreach team that visits businesses throughout the community to learn about their needs and connects them to local resources. ACE Ambassadors work directly with City of Englewood Economic Development staff and serve in an advisory capacity to City Council.

### They:

- Support business-to-business communications
- Foster collaborative relationships between the City and business community
- Connect business owners to local and regional resources
- Problem-solve issues affecting local businesses
- Promote the City of Englewood and its business successes

The ACE Visitation Program provides an opportunity for Ambassadors to meet one-on-one with local businesses. During the visit, Ambassadors collect and share important information to help ensure the City's business climate remains strong and vibrant while meeting the needs of the business community.

*"We have felt a significant positive impact from the City's Business Initiation Grant, which allowed us to increase our online sales by 30% over the same period last year."*

*- Hildegard Letbetter  
Founder of Creator Mundi, Inc.*



*“Starting up our business involved a lot of unexpected expenses and the Business Initiation Grant from the City helped us at a very critical time. The City of Englewood had already been so helpful with the training opportunities and the small business grant program... and we hadn’t even opened yet!”*

*- Caitlin Marsh  
LuLu’s Furniture and Decor*



## COLORADO BROWNFIELDS REVOLVING LOAN FUND

The City of Englewood is a founding member of the Colorado Brownfields Revolving Loan Fund, a coalition of seven Front Range communities that administer a loan program to finance the cleanup and remediation of Brownfield properties. The Colorado Brownfields Revolving Loan Fund encourages the cleanup of unused or underused contaminated properties by offering financing with reduced interest rates, flexible loan terms and flexibility in acceptable forms of collateral.

## DEVELOPMENT REVIEW TEAM

The Development Review Team includes staff from various City departments and divisions who meet with applicants and inform them about the review process, important Codes and policies that apply, identifies potential problems, and suggests possible solutions. This free and voluntary pre-application review by the Development Review Team (DRT) assists applicants through the development process as smoothly as possible.



# ECONOMIC PARTNERS

The City of Englewood partners with a variety of organizations to support economic development and provide assistance to businesses.



## **Aurora-South Metro Small Business Development Center**

The Aurora-South Metro Small Business Development Center is dedicated to assisting small businesses achieve their goals of growth, management improvement and financial success by providing confidential and FREE one-on-one consulting and free or low-cost business workshops.

[aurora-southmetrosbdc.com](http://aurora-southmetrosbdc.com)



## **The Greater Englewood Chamber of Commerce**

The Greater Englewood Chamber of Commerce is focused on energizing and promoting Englewood while constantly engaging new businesses.

[myenglewoodchamber.com](http://myenglewoodchamber.com)



## **The South Metro Denver Chamber**

The South Metro Denver Chamber provides value to the community through being action-oriented in business engagement, economic development and public policy, providing members the opportunity for community involvement and a platform to build strategic partnerships and remarkable relationships.

[bestchamber.com](http://bestchamber.com)



## **The Denver South Economic Development Partnership**

The Denver South Economic Development Partnership is committed to building economic development leadership, civic involvement, and positive business advocacy to continuously improve the region's economy and high-quality living standard.

[denversouthedp.org](http://denversouthedp.org)

*"We had all worked in downtown Denver and we decided we wanted to locate our business in a nice neighborhood...We looked all over the metro area and decided on this location because there is a lot going on in Englewood."*

*- Aaron Hatle*

*Co-Owner of the Whiskey Biscuit*



*“Englewood’s partnership with the Aurora-South Metro Small Business Development Center opens the door for area businesses to participate in free one-on-one business consulting and the City hosts a variety of small business workshops throughout the year.”*

*- Marcia McGilley*

*Executive Director of the Aurora-South Metro SBDC*



### **Manufacturer’s Edge**

Manufacturer’s Edge encourages the strength and competitiveness of Colorado manufacturers through onsite technical assistance, through coaching, training, and consulting, collaboration-focused industry programs, and leveraging government, university and economic development partnerships. Through onsite support and technical assistance, Manufacturer’s Edge works to boost the competitiveness of Colorado manufacturers.

[manufacturersedge.com](http://manufacturersedge.com)



### **Arapahoe/Douglas Works! Workforce Center**

Arapahoe/Douglas Works! Workforce Center provides a variety of no-cost services to connect job seekers and businesses.

[adworks.org](http://adworks.org)



### **Mi Casa Resource Center**

Mi Casa works to advance the economic success of Latino and working families by expanding opportunities for educational, professional and entrepreneurial advancement. Mi Casa provides training for families beginning with programs for youth that inspire academic success, leadership, and career exploration. For adults, career and business training helps families prosper through career advancement or business ownership.

[micasaresourcecenter.org](http://micasaresourcecenter.org)



### **Small Business Administration**

The U.S. Small Business Administration (SBA) was created to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy. The SBA recognizes that small businesses are critical to our overall economy, to building America’s future, and to help the United States remain competitive in today’s global marketplace.

[sba.gov](http://sba.gov)





# OPENING A BUSINESS IN ENGLEWOOD

**It is recommended that these steps be carried out in order.**

## **Applicable for Start-Up Businesses**

- ☐ Conduct a market study including focus groups and/or surveys
  - Show that demand will be enough to be profitable
  - Determine who your competitors are
  - Evaluate what sets you apart from your competitors
  - Contact the Englewood Economic Development Office for free demographic reports
- ☐ Write a business plan or outline which is necessary for financing (See page 13)
- ☐ Develop a financial plan, including:
  - Startup costs and monthly costs
  - Profit, loss and cash flow projections
  - Possible lenders (See page 13)
- ☐ Determine your business structure (See page 14)
- ☐ Conduct a name search to determine if your business name is available through the Colorado Secretary of State
- ☐ Apply for your Dun & Bradstreet DUNS number if you want to apply for federal contracts or grants
- ☐ Open a business checking account

## **Applicable for ALL Businesses – Start-Ups, Expanding, Relocating**

- ☐ Search for an available business location in the City of Englewood [englewoodco.gov/doing-business](http://englewoodco.gov/doing-business)
- ☐ Contact Community Development to confirm the proposed use is permitted in the zone district **303.762.2342; commdev@englewoodco.gov**
- ☐ Contact the Building Division to determine development/building code requirements **303.762.2356**
- ☐ Complete the Industrial Wastewater Survey to determine if your business will discharge wastewater into the sanitary sewer [lew.wtp.org/divisions/environmental-compliance/pretreatment/wastewater-pretreatment-survey](http://lew.wtp.org/divisions/environmental-compliance/pretreatment/wastewater-pretreatment-survey)
- ☐ Contact Community Development to schedule a pre-application meeting with the development review team **303.762.2342; commdev@englewoodco.gov**
- ☐ Register your business with the Colorado Secretary of State's Office
- ☐ Apply for your Federal Employer Identification Number (EIN)
- ☐ Obtain a City of Englewood Sales and Use Tax License
- ☐ Obtain a State of Colorado Sales Tax License, if applicable
- ☐ Obtain Liability and General Business Insurance
- ☐ Determine if your business needs to be licensed or registered with the Department of Regulatory Agencies
- ☐ Determine if your business requires a permit from the health departments:
  - Tri-County Health
  - State of Colorado
- ☐ Obtain other licenses from the City of Englewood, as applicable (See page 15)
- ☐ Submit sign permit application to the Englewood Building Division, if exterior signs are planned

## **If your business has employees:**

- ☐ Obtain Worker's Compensation Insurance from a private insurance carrier
- ☐ Register for Unemployment Compensation Insurance
- ☐ Be aware of the Wages and Fair Labor Standards Act
- ☐ Be aware of occupational safety regulations

# DEVELOPING A BUSINESS PLAN

**There are several reasons why advanced planning is a critical step when starting a business. Planning provides a path to follow and offers the opportunity to measure the progress of the new business venture.**

A business plan helps you and others (investors, suppliers, employees, etc.) understand the operations and goals of your business. It also presents a simple concept of the company that can be easily explained to everyone. There are several core elements a business plan should contain. These are modeled on Colorado Small Business Development Center (SBDC) guidelines and include:

## **The Business**

- Description of Business
- Products/Services
- Market Analysis
- Marketing Plan
- Location
- Competition
- Management and Operations
- Personnel
- Application and Effect of Loan or Investment

## **Financial Data**

- Projected financial statements, including income statements, cash flow statements, balance sheets and assumptions to projected financial statements
- Break-even Analysis
- Sources and Uses of Funds

## **Supporting Documents**

These documents may include historical financial statements, tax returns, resumes, reference letters, personal financial statements, facility diagrams, letters of intent, purchase orders, and/or contracts. There are many resources available to assist you in preparing a business plan.

## **Resources**

The Aurora-South Metro Small Business Development Center offers several workshops aimed at assisting a business owner in preparing a plan. For more information, call 303.326.8686.

## **Possible Lenders**

Small Business Administration	303.844.2607
Accion	303.904.9362
Colorado Enterprise Fund	303.860.0242
Colorado Housing and Finance Authority	303.297.2432
Colorado Lending Source	303.657.0010
Rocky Mountain Micro Finance Institute	720.941.5037
Mi Casa Resource Center	303.573.1302

*“The access and responsiveness from officials in Englewood is unprecedented. As we finalized the tenant finish of our new space it was comforting to know that the City of Englewood was so supportive of our project.”*

*- Paul Deckard  
Managing Director, Opera Colorado*



# BUSINESS STRUCTURES

**When starting a business, you must decide what legal structure is best for the needs of your business. There are several choices of business formats in Colorado. To help you decide, ask yourself the following questions:**

1. To what extent will you be personally at financial and legal risk?
2. Who will have the controlling interest in the business?
3. How will the business be financed?

There are advantages and disadvantages to each legal structure as shown in the table below.

STRUCTURE TYPE	DEFINITION	ADVANTAGES	DISADVANTAGES	BUSINESS REGISTRATION	
				Secretary of State	Internal Revenue Service
<b>Sole Proprietorship</b>	Business owned/operated by a single individual	Simple Ease of decision making Owner keeps profits	Owner assumes all liability of business  Owner must guarantee all debt personally  More financing limitations	✓	
<b>General Partnership</b>	Business owned by two or more individuals or business entities	Simple formation Ability to pool resources of partners (financial, professional, managerial, etc.) Flexibility in dividing profits and losses	Partners assume personal liability if partnership structure changes  Partnerships must be dissolved and reformed	✓	✓
<b>Limited Partnership</b>	Business owned by two or more individuals or other business entities where at least one partner has limited liability protection	Partners' risk is limited to their investment in the business  Can raise capital by selling additional limited partnership interests	General partner remains personally liable  Limited partner may not work in business/management without risking loss of limited liability status	✓	✓
<b>Corporation</b>	Legal entity that exists separately from the people who created it	Protection from personal liability  Stability even with ownership change  Ability to attract multiple investors	Corporate profits may be subject to double taxation  Substantial legal and tax paperwork	✓	✓
<b>S Corporation</b>	Corporation that is taxed more like a partnership or sole proprietorship	Same as corporation with possible tax advantages	Limitations of number of potential investors  Numerous restrictions and substantial legal and tax paperwork	✓	✓
<b>Limited Liability Company (LLC)</b>	Combines concepts of partnership for tax purposes and corporation for liability purposes	Protection from personal liability  For income tax purposes can be treated as a partnership or a corporation	Tax and liability treatment is not uniform from state to state  May be limitations on transfer of ownership	✓	✓



# PERMITS & LICENSES

**Depending on the type of business you operate, additional permits and licenses may be required in addition to your City of Englewood Sales and Use Tax License. The following is a list of licenses and permits issued by the City of Englewood.**

**NOTE:** Additional licenses or permits may be required by the State of Colorado. The Colorado Office of Economic Development and International Trade maintains a database of registered industries which provides information about state and federal regulations. Please check the Occupations/Industry License Database for information on required permits and licenses by industry.

Adult Entertainment Establishments	303.762.2422	Liquor License	303.762.2429
Amusement Establishment/Public Dance	303.762.2422	Pawn/Auto Pawn Brokers	303.762.2422
Arborists	303.762.2422	Purchaser of Valuable Articles	303.762.2422
Auctioneer	303.762.2422	Reflexology Therapist	303.762.2422
Auto Salvage/Recycled Material	303.762.2422	Right-of-Way Permit	303.762.2500
Body Piercing Establishments	303.762.2422	Sales and Use Tax License	303.762.2422
Canine and Feline Breeders	303.762.2422	Sign Permit	303.762.2356
Contractor License	303.762.2356	Tattoo Establishment	303.762.2422
Direct Sellers and Itinerant Vendors	303.762.2422	Temporary Use Permit	303.762.2342
Food Vendors	303.762.2422	Telecommunications Tower/Facility	303.762.2422
Guard or Attack Dog	303.762.2422	Trash Hauler	303.762.2422



# CONTACTS

## ORGANIZATION

## TELEPHONE

### CITY OF ENGLEWOOD

Building Permits.....	303.762.2357
City Clerk .....	303.762.2405
Code Enforcement .....	303.762.2335
Community Development .....	303.762.2342
Economic Development .....	303.762.2599
Fire.....	303.762.2365
Police .....	303.761.2410
Public Works.....	303.762.2500
Sales and Use Tax.....	303.762.2422
Zoning Information.....	303.762.2342

### ECONOMIC PARTNERS

Aurora-South Metro Small Business Development Corporation.....	303.326.8686
Arapahoe/Douglas Works! Workforce Center .....	303.636.1160
Denver South Economic Development Partnership .....	303.792.9447
Greater Englewood Chamber of Commerce.....	303.789.4473
Manufacturer's Edge .....	303.981.2144
Mi Casa Resource Center .....	303.573.1302
The South Metro Denver Chamber.....	303.795.0142
US Small Business Administration .....	303.844.2607

### STATE OF COLORADO

Department of Labor & Employment.....	303.318.9000
Department of Local Affairs .....	303.864.7720
Department of Public Health & Environment.....	303.692.2000
Department of Regulatory Agencies .....	303.894.7855
Department of Revenue.....	303.238.7378
Office of Economic Development & International Trade .....	303.892.3840
Secretary of State.....	303.894.2200

### UNITED STATES

Census Bureau .....	720.962.3700
Citizen and Immigration Services .....	800.375.5283
Department of Commerce.....	303.312.7650
Department of Labor and Employment.....	720.264.3250
Economic Development Administration.....	303.844.4715
Internal Revenue Service.....	303.446.1675
Social Security Administration .....	800.772.1213

### OTHER

Accion .....	303.904.9362
Colorado Enterprise Fund .....	303.860.0242
Colorado Housing and Finance Authority.....	303.297.2432
Colorado Lending Source .....	303.657.0010
Rocky Mountain Micro Finance Institute.....	720.941.5037
Tri-County Health Department.....	303.761.1340



1000 Englewood Parkway, Englewood, CO 80110  
303.762.2599 | [www.engagewoodco.gov](http://www.engagewoodco.gov)

